



# Helping Hands Home Assistance, Inc.

April 15, 2005

Pat Miller, Chairman  
Tennessee Regulatory Authority  
460 James Robertson Parkway  
Nashville, Tennessee 37243

Re: Petition for 211 Allocation

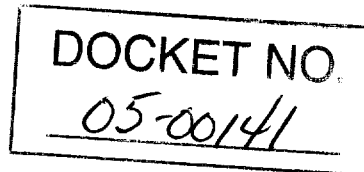
Dear Chairman Miller:

Helping Hands Home Assistance, Inc. is pleased to present this petition for 211 utility allocation in East Tennessee. I have enclosed the original required petition and 13 copies. In addition to the \$25.00 application fee, I believe we have addressed all the TRA requirements. If you have any questions, please call me at 865-692-5258.

Thank you for your time and consideration in this matter. We look forward to working with you during the application process and the hearing.

Sincerely,

Chris Middlebrook  
Chief Executive Officer



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2005 MAY 11 AM 9:15  
T.R.A. DOCKET ROOM

PAID T.R.A.	
Chk #	<u>2540</u>
Amount	<u>25.00</u>
Rcvd By	<u>LR</u>
Date	<u>5-10-05</u>

**BEFORE THE TENNESSEE REGULATORY AUTHORITY  
NASHVILLE, TENNESSEE**

**IN RE:**

**PETITION OF HELPING HANDS  
HOME ASSISTANCE, INC.  
FOR ALLOCATION OF AN N11  
NUMBER (ABBREVIATED  
DIALING CODE)**

**TRA Docket No.** \_\_\_\_\_

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**PETITION FOR ALLOCATION OF AN N11 NUMBER**

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Helping Hands Home Assistance, Inc. ("Petitioner") respectfully submits this petition of Allocation of an N11 Number (211) pursuant to BellSouth Telecommunications, Inc. General Subscriber Services Tariff § A39 Abbreviated Dialing. The Petitioner will utilize the 211 number for its Access East Tennessee program to provide free information and referral to health and community services for the citizens of East Tennessee.

**INTRODUCTION**

1. Petitioner is a charitable not-for-profit incorporated by the State of Tennessee June 2002 and qualifies as a tax exempt organization under Section 501(c)(3) of the Internal Revenue Code (the "Code"), with its principal place of business in Knoxville, Tennessee.

2. Petitioner provides social services programs in a multi-county region of East Tennessee and specifically provides information, referral and case management.

**NUMBERING RESOURCE AS TO WHICH ALLOCATION IS SOUGHT**

3. Petitioner seeks allocation of the 211 abbreviated dialing code for Anderson, Blount, Campbell, Claiborne, Cocke, Grainger, Hamblen, Hancock, Jefferson, Knox, Loudon, Monroe, Morgan, Roane, Scott, Sevier, and Union Counties, (the "Proposed Coverage Area").

### **STANDARD FOR GRANT OF PETITION**

4. In its July 31, 2000 Order (the "FCC Order"), CC Docket No. 92-501, ¶ 2, the Federal Communications Commission (the "FCC") expressly reserved the 211 abbreviated dialing code for "community information and referral services."

5. Pursuant to the October 20, 1993 Order (the "TRA Order"), Docket No. 92-13892, issued by the Tennessee Public Service Commission, the following factors and criteria are used to select the most qualified applicant for an allocation of N11 number resources: (i) overall financial fitness, both historical and future; (ii) overall ability (technical ability and otherwise) and willingness to provide service on a permanent and continuous basis; (iii) ability and willingness to abide by Tennessee Regulatory Authority ("TRA") rules and policies; (iv) rates, services and collection practices to be utilized by petitioner in the provision of N11 service; (v) extent and duration of petitioner's service to the local community included in the N11 allocation; (vi) anticipated future uses by the community of the proposed service to be offered by the petitioner and the petitioner's overall experience providing information to the community to be served; and (vii) the type of information services to be provided by petitioner through an abbreviated dialing code, and its relative value to the public and local community. In addition, a petitioner for allocation of N11 number resources must agree to abide by the terms, conditions, and rates for N11 service, which shall not exceed those set forth in the applicable Tariff.

### **REASONS SUPPORTING ALLOCATION OF N11**

6. Petitioner seeks to utilize the 211 abbreviated dialing code for provision of community information and referral services, pursuant to TRA Order and FCC Order.

7. Although, pursuant to a previous TRA ruling, the 211 abbreviated access code for Knoxville and the contiguous counties had been assigned to East Tennessee Information & Referral, this agency is no longer providing the services.

8. Petitioner satisfies the criteria set forth in the TRA Order:

(a) Overall Financial Fitness, Both Historical and Future. HHHA was incorporated in the State of Tennessee in 2002 as a not-for-profit agency whose purpose is to provide community and in-home services to residents in East Tennessee. HHHA recently joined the Tennessee Alliance of Information and Referral Systems (TNAIRS). Currently, HHHA has contracts with East Tennessee Human Resource Agency and the Tennessee Department of Mental Retardation Services. Chris Middlebrook, Chief Executive Officer of HHHA, will operate the 211 program and will incorporate the program into its specialized information and referral services. Several organizations and corporations have promised funding if HHHA receives the 211 allocation. HHHA will solicit additional funding for the operation of the abbreviated access number service from public sources and corporate as well as individual donors. Petitioner's most recent financial statements and proposed budget for 211 service for the first and second years of operation are attached hereto as Exhibits A and B respectively.

(b) Overall Ability (Technical Ability and Otherwise) and Willingness to Provide Service on a Permanent and Continuous Basis. If allocated this abbreviated dialing code, Petitioner will begin service within one (1) month and will provide 211 service as a public service on a permanent and continuous basis. Petitioner will operate at least 10 hours per day, seven (7) days per week

including holidays. Petitioner plans to provide 24 hour services within one (1) year of operation.

(c) Ability and Willingness to Abide by TRA Rules and Policies. Petitioner will comply with all present and future rules promulgated by the TRA, including without limitation those rules applicable to abbreviated access dialing service.

(d) Rates, Services and Collection Practices to Be Utilized by Petitioner in the Provision of N11 Service. Petitioner is a not-for-profit entity committed to providing free community information and referral services to the population of the Proposed Coverage Area. Petitioner purposes to pay all charges incurred in connection with the assignment and utilization of the abbreviated access code and the costs of ongoing operation of the abbreviated access number service, other than any applicable user-generated charges resultant from access to the service by cellular phone.

(e) Extent and Duration of Petitioner's Service to the Local Community Included in the N11 Allocation. The incorporation of the Petitioner in 2002 is a direct result of the commitment of this organization to provide more and better community services in the East Tennessee area. In many of the rural counties in the Proposed Service Area, HHHA is one of the very few agencies committed to serving the residents. In its efforts to provide specialized information and referral and case management services, HHHA has developed a close relationship with health and social service providers in the Proposed Coverage Area. The provision and support of a 211 service for the East Tennessee area residents aligns with the mission and service commitment of Helping Hands Home Assistance Inc.

(f) Anticipated Future Uses by the Community of the Proposed Service to Be Offered by the Petitioner and the Petitioner's Overall Experience Providing Information to the Community to Be Served. The 211 service has been provided in Knox County and the surrounding eight (8) counties since June 2000 by East Tennessee Information and Referral. In 2004, the service received over 40,000 calls, serving approximately 5% of the area's population. Due to HHHA's reputation for specialized information and referral and its close relationship with the area social service agencies, HHHA anticipates the community use of 211 to continue. The community has utilized the service during crisis situations such as the shortage of flu shots. The 211 service was used as a clearinghouse for information about locating flu shots and directing the targeted population to available vaccines. HHHA will continue to respond to the community's needs in directing the service of the N11 resource.

(g) The Type of Information Services to Be Provided by Petitioner Through an Abbreviated Dialing Code and its Relative Value to the Public and Local Community. Through the abbreviated access number service, Petitioner would continue the provision of free information and referral services for health, community and other services to residents of the Proposed Coverage Area. The 211 service has proved to help residents in need by reducing concerning the availability of services and the location of programs within the system and to help in referring residents to the most appropriate agency.

(h) Agreement to Abide by Terms, Conditions and Rates for N11 Service. Petitioner agrees to fully abide by the terms, conditions and rates for 211 service

set by the TRA and embodied in the Tariff. As described above in Paragraph 8(d), Petitioner expects to bear all costs of operating the 211 service for the Proposed Coverage Area, excluding cellular phone connection and time charges.

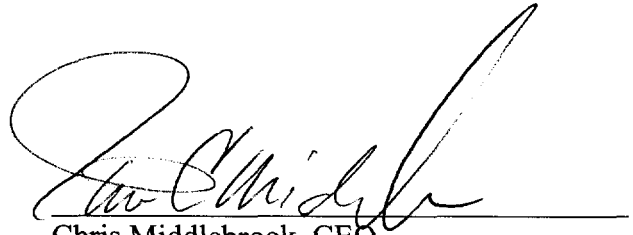
**CONCLUSION**

9. Petitioner respectfully requests that the TRA allocate the 211 abbreviated dialing code for the Proposed Coverage Area to Helping Hands Home Assistance, Inc. and that the TRA grant such other relief as it deems necessary and proper.

Respectfully submitted

Date: \_\_\_\_\_

4/15/05

A handwritten signature in black ink, appearing to read "Chris Middlebrook", written over a horizontal line.

Chris Middlebrook, CEO  
Helping Hands Home Assistance, Inc.  
8044 Ray Mears Blvd., Suite 104  
P. O. Box 3712  
Knoxville, TN 37927



## OFFICE OF COUNTY MAYOR MIKE RAGSDALE

400 Main Street, Suite 615, Knoxville, TN 37902

April 11, 2005

Pat Miller, Chairman  
Tennessee Regulatory Authority  
460 James Robertson Parkway  
Nashville, Tennessee 37243-0505

Dear Chairman Miller:

As a part of my first efforts as Mayor of Knox County, I established four (4) initiatives for building better communities: 1) economic development; 2) making every school a great school; 3) no seniors overlooked or forgotten; and 4) making government better every day. I believe that the 2-1-1 Program information and referral service provides a substantive asset in all four of these initiatives for Knox County and the surrounding area.

I support the application for the reallocation of the 2-1-1 Program to Helping Hands Home Assistance, Inc. (HHHA). This organization established the annual Senior Information Awareness Fair, disseminating information to our citizens about area agencies and their benefits. HHHA also participates in our Knox County Senior Summits, bringing residents together to discuss the challenges and needs of our communities and addressing these needs as unified neighborhoods.

I look forward to continued joint efforts with HHHA as we endeavor to improve the quality of life in Knoxville and all of East Tennessee.

Best regards,

Mike Ragsdale  
Knox County Mayor

cc: Mr. Chris Middlebrook  
Helping Hands Home Assistance  
P.O. Box 3712  
Knoxville, TN 37927





**STATE OF TENNESSEE  
DEPARTMENT OF HUMAN SERVICES**

[www.state.tn.us/humanserv/](http://www.state.tn.us/humanserv/)  
**ADULT PROTECTIVE SERVICES**  
531 HENLEY STREET, SUITE 325  
KNOXVILLE, TN 37902  
Telephone 865-594-6060 TTY 1-800-270-1349  
Fax 865-594-5740

**PHIL BREDESEN**  
Governor

**VIRGINIA T. LODGE**  
Commissioner

April 14, 2005

To Whom It May Concern:

The Tennessee Department of Human Services – Adult Protective Services and Helping Hands Home Assistance, Inc. have had a strong working relationship for over two years. We have worked together in an effort to assist vulnerable, elderly adults with matters related to abuse, neglect, and exploitation. We have also participated in their Senior Information & Awareness Fairs to raise awareness about senior services in this area.

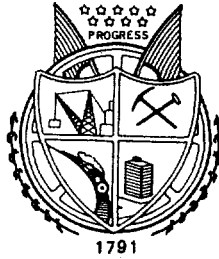
I am writing this letter of support to urge you to allow Helping Hands Home Assistance, Inc. to provide the 211 services that had been provided in the past by Just Ask 211. Helping Hands Home Assistance, Inc. (HHHA) has clearly demonstrated their vision of empowering people to live independently and to provide them with the options needed to do so. Providing the information and referral services of 211 would be an excellent extension of the services they already provide. It is important that the 211 service remain in East Tennessee so that the people answering the callers' questions have the benefit of knowing the local providers. The HHHA staff have become an integral part of community groups which serve the senior and disability population. We believe that the management expertise they possess give them the ability to handle a service like 211 efficiently and effectively.

The TN Department of Human Services – Adult Protective Services supports the efforts of HHHA to expand the services of our community and ensure the coordination of those services in a manner which would increase safety and independence. Thank you for your attention to this request.

Sincerely,

A handwritten signature in cursive script that reads "Nancy E. Sentell".

Nancy E. Sentell  
Field Supervisor



# A PROCLAMATION

On Behalf Of The People Of  
**THE CITY OF KNOXVILLE**

By His Honor The Mayor

**Bill Haslam**

To Publicly Recognize

## *Helping Hands Home Assistance, Inc.*

**WHEREAS:** Helping Hands Home Assistance is a private nonprofit corporation that offers supportive living services in Knox, Blount, Loudon, Monroe and Anderson counties; and

**WHEREAS:** Helping Hands Home Assistance provides comprehensive, high-quality services to the elderly and those with disabilities; and

**WHEREAS:** Helping Hands Home Assistance is hosting its Second Annual Information & Awareness Fair where local businesses, churches, organizations and providers serving seniors and those with disabilities provide beneficial information; and

**WHEREAS:** Helping Hands Home Assistance mission is to help the elderly and those with disabilities to live independently and maintain a sense of purpose.

NOW, THEREFORE, I, Bill Haslam, Mayor of the City of Knoxville, Tennessee,  
do hereby proclaim January 21, 2005 to be:

## *Helping Hands Home Assistance Day*

in our city and urge all citizens to join in this observance.

Given under my hand and affixed with the  
Seal of the City of Knoxville, Tennessee,  
This Twenty-First Day of January, 2005

*Bill Haslam*

Mayor



# Proclamation

By Executive Order of the  
Honorable Michael R. Ragsdale, Knox County Mayor  
it is hereby proclaimed:

## HELPING HANDS HOME ASSISTANCE DAY

- Whereas *Helping Hands Home Assistance (HHHA) is a community-based non-profit corporation offering services to senior citizens and people with disabilities in Knox, Blount, Loudon, Monroe and Anderson counties; and*
- Whereas *The mission of HHHA is to provide affordable services to those who require assistance, and to enable them to live independently with dignity; and*
- Whereas *HHHA is dedicated to delivering high-quality, compassionate service by offering 24-hour assistance with housekeeping, errands, personal care, meal preparation and companionship as well as workforce training and job placement; and*
- Whereas *Helping Hands Home Assistance will sponsor its Second Annual Senior Information Awareness Fair on January 21, 2004; and*
- Whereas *Knox County wishes to commend and acknowledge Helping Hands Home Assistance, Inc. for their continued advocacy and support of seniors and disabled people in our community.*

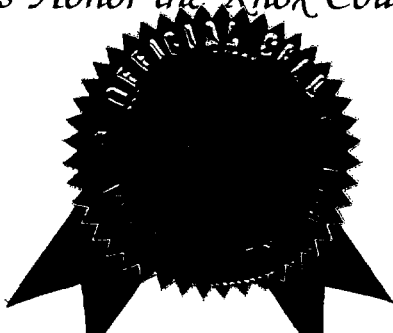
NOW, THEREFORE, I, MICHAEL R. RAGSDALE, KNOX COUNTY MAYOR,  
do hereby proclaim January 21, 2005 as

## HELPING HANDS HOME ASSISTANCE DAY

*In Knox County, and urge all citizens to join me in this observance.*

*Let all within the reach of this proclamation heed its directive(s).*

His Honor the Knox County Mayor   
Michael R. Ragsdale



County of Knox  
Knoxville, Tennessee

# Helping Hands Home Assistance, Inc.

## Service Program Proforma

### BUDGET 2005

#### **REVENUE**

In-home Services	530,400.00
Contributions	5,000.00
Total Revenue	<u>535,400.00</u>

#### **EXPENSES**

Administration	400,000.00
Payroll Taxes	46,032.00
Taxes and licences	20.00
Professional fees	20,000.00
Rent	12,156.00
Insurance	28,000.00
Utilities	3,600.00
Phone	3,800.00
supplies	2,400.00
Marketing	5,000.00
Website	200.00
Printing, publications, postage	4,500.00
Employee development and team building	3,000.00
Operations audit and performance review	4,000.00
Miscellaneous	1,200.00
Contingency - 5%	
Total expenses	<u>533,908.00</u>
Excess of revenue over expenses	<u><u>1,492.00</u></u>